

Message Text

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PAGE 01 STOCKH 05253 241212Z

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UNCLAS STOCKHOLM 5253

FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: STC EVENTS: JANUARY METALWORKING SHOW

REF: STOCKHOLM 5135

1. RE LOCALLY PRODUCED "MULTI-FIRM BSP" PORTION OF METALWORKING EVENT, REPRESENTATIVES OF THREE KEY AGENT FIRMS MET 9/21 WITH STC DIRECTOR AND RESEARCH/PROMOTION STAFF. THEY REPRESENT SPECTRUM OF METALWORKING FIELD AND SUGGESTED TITLE OF "AUTOMATION IN THE WORKSHOP"; SUBTITLE TO BE ROBOTS AND DATA CONTROL IN THE MACHINES TOOL INDUSTRY. TOTAL FEE PACKAGE OF \$1300 PER EXHIBITOR TENTATIVELY AGREED UPON FOR 3 DAY EVENT JAN 18-20. STC PLANNING PREVIEW RECEPTION PREVIOUS EVENING JAN 17.

2. THESE THREE COMPANIES VERBALLY COMMITTED TO EVENT: ELECTROLUX FORSALJNINGS AB FOR UNIMATION OF DANBURY CT;

A. KARLSON INSTRUMENT AB FOR CONTROL SYSTEMS RESEARCH AND PERHAPS OTHERS; THORNS VERKTYGS AB FOR COGSDILL TOOL, TAPMATIC OF IRVINE CA, WELDON OF CLEVELAND, AND PERHAPS OTHERS. ADDITIONAL VERBALS UNABLE TO ATTEND 9/21 MEETING ARE CINCINNATI MILACRON AB; NYBERG & UNCLASSIFIED

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PAGE 02 STOCKH 05253 241212Z

WESTERBERG FOR CLIMAX AND OTHERS.

3. ELOF HANSSON SAID THEY WILL PARTICIPATE ASSUMING NEGOTIATIONS WITH NEW PRINCIPAL ATLAS ARE SUCCESSFUL.

4. BERGMAN MASKIN AB ALSO SAID THEY WILL PARTICIPATE IF EITHER PRINCIPAL WILL PROVIDE DISPLAY EQUIPMENT. PRINCIPALS ARE PRATT WHITNEY OF W. HARTFORD CT AND SUNDSTRAND OF BELVEDERE ILL. PRATT EUROPEAN OFFICE IN SWITZERLAND TEMPORARILY UNSTAFFED DUE PERSONNEL CHANGES; ASSISTANCE MUST COME FROM HOME OFFICE - ERIC BEEHRMAN. PLEASE CONTACT BEEHRMAN AND SUNDSTRAND TO ASSIST PROCUREMENT.

5. FOLLOWING FOUR REPS REGRETTED INABILITY TO ATTEND MEETING DUE OUT OF SWEDEN COMMITMENTS BUT PLANNING MEET INDIVIDUALLY WITH STC STAFF UPON RETURN:

LUNDWALL & CO AB
DO ALL CO AB
SANDBLOM & STOHNE AB
WIKMAN & MALMKJELL AB

6. THUS STC PROCUREMENT STATUS IS 5 VERBALS AND 6 STRONG LEADS.

7. SOME AGENTS SAID THEY WOULD PROVIDE US NTM LEADS RE PRODUCTS OR COMPANIES THEY WOULD LIKE TO SEE IN JEEP PORTION; STC WILL FORWARD AS RECEIVED.
SMITH

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